

## Message Text

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43

ACTION EUR-12

INFO OCT-01 ISO-00 EURE-00 AGR-05 PA-01 PRS-01 INR-07

RSC-01 /028 W  
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P R 161435Z JAN 75

FM AMEMBASSY SOFIA

TO SECSTATE WASHDC PRIORITY 9106

USDOC WASHDC

USIA WASHDC

LIMITED OFFICIAL USE SOFIA 0105

E.O. 11652: NA

TAGS: BEXP, BU

SUBJECT: 1975 PLOVDIV FAIR

USDOC FOR BEWT (THOMPSON); STATE FOR EUR/EE; USIA FOR ICS  
AND IEE

REF: SOFIA 0037; STATE 09758

1. DELIGHTED TO BE REASSURED THAT USDOC WILL BE PART OF  
USG PARTICIPATION IN 1975 PLOVDIV FAIR. BECAUSE USDOC  
CONTRIBUTION LAST YEAR TO US PAVILION WAS SO SUCCESSFUL  
AND IN MINDS OF BULGARIANS SHIFTED THE PARTICIPATION FROM  
IMAGE TO COMMERCIAL BASIS, WE HOPE USDOC, DESPITE BUDGET  
RESTRICTION, WILL COME INTO EXHIBIT IN MOST MEANINGFUL WAY.

2. IN DISCUSSION BETWEEN DCM AND FIRST DEPUTY MINISTER  
OF FOREIGN TRADE LUKANOV ON OTHER MATTERS, QUESTION OF US  
PARTICIPATION IN PLOVDIV FAIR CAME UP. DCM SAID THERE WAS  
POSSIBILITY THAT WE WOULD HAVE TO GIVE UP "FOOD PROCESSING  
AND PACKAGING" THEME BECAUSE OF COMPETING EXHIBIT IN  
MOSCOW BEGINNING OCTOBER 15.

3. LUKANOV URGED WE RETAIN THAT THEME SINCE IT COMPLE-  
MENTS TO OUR 1974 EFFORT AND IS OF EQUAL INTEREST TO  
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BULGARIANS. HE SIAD HE COULD SEE NO REASON WHY US COULD NOT

HAVE SIMILAR EXHIBITS IN BOTH PLOVDIV AND MOSCOW. WITH REGARD TO SHIPPING EQUIPMENT FROM PLOVDIV TO MOSCOW, THE GOB WOULD GIVE EVERY ASSISTANCE AND UNDER THESE CIRCUMSTANCES EQUIPMENT COULD BE IN MOSCOW FIVE DAYS AFTER CLOSE OF PLOVDIV FAIR, SEPTEMBER 10.

4. WE HOPE PACKAGING ASPECT OF EXHIBIT HAS NOT BEEN DROPPED AND THAT WHAT IS BEING CONSIDERED IS IN FACT FOOD PROCESSING AND PACKAGING, WITH TOBACCO SOMEHOW WORKED IN. INCIDENTALLY, CANADIANS HAVE JUST MADE LARGE SALE OF TOBACCO CULTIVATING EQUIPMENT HERE WHICH WILL CUT INTO MARKET POTENTIAL IN THAT SECTOR AND BRITISH ALREADY IN THE TOBACCO PROCESSING FIELD UNDER LICENSING ARRANGEMENTS.

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## Message Attributes

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